

Message Text

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TO SECSTATE WASHDC 5170

UNCLAS SECTION 01 OF 02 PARIS 29654

E.O. 11652: N/A
TAGS: BEXP/FR
SUBJECT: 1976 TRADE CENTER DIRECTORS' CONFERENCE

REF: STATE 266604

1) AS REQUESTED REFTEL PARAGRAPH FIVE, FOLLOWING TOPICS
ARE SUGGESTED FOR INCLUSION AGENDA SUBJECT CONFERENCE:

A. CONDITIONS OF PARTICIPATION. REVIEW OF ACCURACY OF
CONDITIONS AS NOW PRESENTED, SUGGESTIONS FOR CHANGE AS
MAY BE INDICATED BY EXPERIENCE IN THE VARIOUS TRADE
CENTER MARKETS, E.G., MULTI-COMPANY PARTICIPATION, NTM
DEFINITION, "51" RULE IN DEVELOPED MARKETS, ETC.

B. USDOC DISTRICT OFFICE SUPPORT OF TRADE CENTER PROGRAM.
ORGANIZATION AND TECHNIQUES OF PRESENTLY APPLYING TO
PROCUREMENT TRADE CENTER EXHIBITIONS AND FOLLOW-UP WITH
PARTICIPANTS.

C. EMBASSY COMMERCIAL AFFAIRS SECTION - TRADE CENTER
RELATIONS. IN VIEW VENUE THIS CONFERENCE, TCD RECOM-
MENDS INCLUSION AGENDA SPECIAL PRESENTATION THIS TOPIC
BY COMMERCIAL COUNSELOR JOHN Q. BLODGETT WHOSE CONSI-
DERABLE EXPERIENCE WITH USDOC TRADE PROMOTION PROGRAMS
AND USTC PARIS WOULD MAKE SUCH AN ADDRESS ESPECIALLY
USEFUL.

D. TRADE CENTER ROLE IN PROCUREMENT SUPPORT FOR
"WASHINGTON-MOUNTED" EXHIBITIONS.

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E. TRADE CENTERS VERSUS EXPANDED USDOC PARTICIPATION IN INTERNATIONAL COMMERCIAL FAIRS. ASSESSING RELATIVE MERITS EACH FORUM, E.G. ECONOMIES; IMPACT IN MARKET; ASSESSMENT AND RECEPTIVITY OF EACH TECHNIQUE BY REPRESENTATIVES OF U.S. FIRMS.

F. CONTRIBUTION SCHEDULE FOR BSP'S. REVIEW OF POLICY GENERALLY AS WELL AS ALTERNATIVE METHODS OF APPLYING CHARGES FOR THESE SERVICES.

G. TRADE CENTER UTILIZATION MEASUREMENT SYSTEM.

H. MULTI-COMPANY BSP'S ORGANIZED BY TRADE CENTERS. THEIR MERITS AS MEANS FOR AMELIORATING PROBLEMS OF CONFLICTS AMONG TRADE CENTER SCHEDULES, THEIR RELATIONSHIP TO "REGULAR EXHIBITIONS". MANAGEMENT AND PROMOTION OF SUCH BSP'S.

I. REPORTING RESULTS OF EXHIBITIONS AND OTHER TRADE CENTER ACTIVITIES: WHAT IS USEFULLY REPORTED AND WHAT FORM SHOULD THE REPORTING TAKE; WHAT REPORTING COULD BE DROPPED AS USELESS OR REDUNDANT?

J. OIM INTERNAL ORGANIZATION TO PROVIDE ADEQUATE SUPPORT OF TRADE CENTERS, E.G. STAFFING OF REGIONAL GROUPS; PROCUREMENT OFFICERS' TRAINING AND CRITERIA APPLIED TO HIRING THEM; PRODUCT THEME DEVELOPMENT FOR TRADE CENTER EXHIBITIONS.

K. STANDARDS OF QUALITY AND SUBSTANCE FOR PROCUREMENT MATERIALS USED IN U.S. TO SUPPORT TRADE CENTER EXHIBITIONS.

L. USIS SUPPORT OF TRADE CENTER ACTIVITIES.

M. THE OFFICE OF EXPORT DEVELOPMENT: ITS PRESENT ORGANIZATION AND PROGRAMS, THEIR RELATIONSHIP TO AND IMPLICATIONS FOR TRADE CENTER ACTIVITY.

N. MARKET RESEARCH PROGRAM TO SUPPORT TRADE CENTER
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SCHEDULES'

O. SATELLITE TRADE CENTERS AND THE REGIONAL TRADE CENTER CONCEPT.

P. REVIEW OF TECHNIQUES FOR PROMOTING EXHIBITIONS,

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INCLUDING DISCUSSION OF MPC ROLE.

Q. POTENTIAL FOR SMALL TRADE CENTERS, CAPABLE OF OPTIMUM UTILIZATION, WITH GREATER ROLE IN OFF-SITE MANAGEMENT OF OFFICIAL AMERICAN PARTICIPATION IN ESTABLISHED TRADE FAIRS, AS OPPOSED TO LARGE, HIGH-OVERHEAD CENTERS.

R. BUSINESSMAN'S VIEW OF THE TRADE CENTER PROGRAM: IF IT IS POSSIBLE TO IDENTIFY AMERICAN REPRESENTATIVE OF U.S. EXPORTING MANUFACTURER (PRESUMABLY RESIDING IN PARIS) WHO HAS WIDE EXPOSURE TO TRADE CENTER PROGRAM, TCD BELIEVES IT WOULD BE INNOVATIVE AND USEFUL TO HAVE HIM MAKE PRESENTATION TO DIRECTORS ON MERITS AND DEFICIENCIES OF TRADE CENTER OPERATIONS AS VIEWED FROM THE PRIVATE SECTOR.

S. TRADE CENTER ROLE IN FORMULATION AND ACCOMPLISHMENT OF CCP.

2) TCD PARIS PREFERENCES FOR PRESENTATION ARE TOPICS D., F., AND K. ABOVE, BUT BWS WILL BE PLEASED ADDRESS ANY SUBJECTS ASSIGNED. SUGGESTS ALL OR PART OF LAST AFTERNOON BE LEFT OPEN FOR FREE DISCUSSION TOPICS THAT IT MAY NOT HAVE BEEN POSSIBLE TO ACCOMMODATE IN FORMAL AGENDA OR FOR FURTHER DISCUSSION TOPICS TREATED DURING WEEK THAT REQUIRE FURTHER COMMENT. CONSENSUS OF DIRECTORS FOLLOWING COEUR D'ALENE MEETING INDICATES SUCH

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PERIOD WOULD HAVE BEEN USEFUL.

3) IF RECOMMENDATIONS FROM AUGUST, 1974, COEUR D'ALENE
CONFERENCE WERE COMPILED AS THEY WERE FOR JANUARY, 1973,
MEXICO CITY MEETING (REFER ACTING DIRECTOR OIM MEMO OF
JULY 10, 1973 TO RMD'S, TCD'S) SUGGEST COPIES BE SENT
TCD'S PRIOR TO JANUARY 1976 CONFERENCE AS HELPFUL
REVIEW OF PAST POSITIONS.

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